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For Immediate Release

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ikeGPS Expands Spike Distribution With Innotech Partnership

– New reseller deal introduces Spike to the U.K. and Republic of Ireland –

BROOMFIELD, Colo.—ikeGPS announces it has partnered with Innotech in a new reseller agreement that introduces Spike, a laser measurement solution, to the sign and digital graphics market in the U.K. and Republic of Ireland.

Spike first entered the sign and digital graphics market last year in the U.S. and quickly found success after signing preferred vendor relationships with the major sign franchises as well as reselling agreements with some of the industry's largest regional distributors. While Spike is still new to the European market, this new partnership expands Spike's availability on an international level.

"Our new partnership with Innotech will allow us to more quickly meet Spike's growing demand within the U.K. and Ireland sign and graphics markets," says Jeff Ross, chief marketing officer of ikeGPS. "Spike resonates with sign shops around the world, and we're thrilled to replicate our U.S. success overseas."

With more than seven decades of experience in the signage and digital graphics industry, Innotech is well-established in the U.K. and Republic of Ireland. Innotech carries a wide selection of large-format printing products, including roller banners, pop-ups, banner materials, vinyls and much more.

Spike allows sign and digital graphics professionals to quickly capture accurate measurements of the width, height and area of signage locations from a smartphone or tablet picture and the Spike device. A ladder, bucket truck and tape measure are no longer required to create estimates, saving sign companies time and overhead costs on a traditionally lengthy process.

The measurements of the sign or graphic location are saved with the Spike photo and can be shared with customers, designers or production team to create job estimates and design proofs, assess installation and complete permit applications. If additional measurements are needed, users can refer to their saved Spike photos at any time to make modifications using the Spike mobile app or Spike Cloud. There's no need to return to the site for further measurements or estimations.

"Innotech prides itself in offering customers the most innovative products in the sign and digital graphics market, and we're proud to continue that commitment with Spike," says Gavin Dallow, business development specialist of Innotech. "There's nothing else on the market like Spike that can help sign shops turn around estimations and quotes faster."

Innotech will launch Spike distribution at the [Sign & Digital U.K.](#) exhibition, which attracts more than 6,800 attendees. Sign & Digital U.K. attendees can see Innotech at booth H52 for a live Spike demo April 19-21. To learn more about Spike, visit www.innotech-spike.com.

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About ikeGPS

[ikeGPS](#) is changing the way the world is measured, utilizing its smart laser measurement solutions to capture, record and export measurement data. Numerous vertical industries and field data collection-based professionals use ikeGPS products to modernize the way measurements are taken and shared. ikeGPS's product portfolio includes IKE and Spike.

[IKE](#) is an all-in-one, configurable hardware and software solution that increases accuracy and quality while reducing costs for electric utilities, communication companies and engineering service providers engaged in aerial fiber deployments, joint-use applications and utility pole-related construction projects. IKE solutions have also been successfully adopted by public safety, civil engineering, transportation, federal and city governments, and intelligence agencies for a variety of field data collection needs.

[Spike](#) is a comprehensive but simple-to-use smartphone measurement solution. The Spike device, Spike mobile and Web apps, and commercial smartphone or tablets work together to change the way measurements are taken and shared. From a Spike photo, a user can capture measurements, including height, width, area, length and target location. Measurements and location data are saved with the picture and can be easily shared in real time or uploaded to the Spike cloud for further analysis. Spike has been rapidly adopted by numerous industries, including construction, real estate, and sign and graphics for property inspection and building measurements.

ikeGPS is headquartered in Wellington, New Zealand, and is listed on the New Zealand Stock Exchange under the stock symbol IKE. The company's global sales, marketing and customer support teams are based in Broomfield, Colorado, with a regional office in Seattle.

About Innotech

Innotech is the U.K.'s leading one-stop shop for the large-format printing and signage trade, supplying everything from large-format printing materials to display systems and much more. Building on over 80 years of print industry knowledge and experience, Innotech has become a leading supplier with state-of-the-art facilities and ahead of the curve insight. All of which makes Innotech uniquely placed to be a print or signage professional's one-stop shop, saving them time, money and unnecessary stress.

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